

## REMARKS

Claims 1-4 are pending with the entry of this Amendment. Applicant has amended Claims 1-4 for clarification purposes using idiomatic English. The Office Action rejected all claims as being unpatentable over Dinsel in view of Shimakawa, et al. Applicant requests reconsideration of the pending claims and allowance of all the claims in view of the following arguments.

Applicant's disclosure is directed to a system and method of broadcasting in a conventional digital broadcasting system. In a digital broadcasting system, there are two broadcasting bands, (a) a sound broadcasting band (also called a stream band) containing images and sound, and (b) a data broadcasting band. The applicant has amended Claim 1 to clarify that plural entertainment programs are transmitted in a single channel of the sound broadcasting band, and that a computer readable program is transmitted in the data broadcasting band, and that the computer readable program is used to select one of the entertainment programs for display on a reception screen.

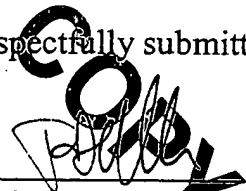
None of the art cited by the examiner discloses transmitting a **computer readable** program in the data broadcasting band to select one of a plurality of **entertainment** programs in a single channel of the sound broadcasting band for display on a reception screen. For example, Shimakawa is directed to reducing power consumption during the broadcasting of television signals. As discussed in Column 5, lines 4-7, Shimakawa discloses a method of reception control of a receiver by reducing the power consumption

in a broadcast receiving system. Specifically, Shimakawa discloses receiving a television broadcast signal comprised of frames in which the invention detects and deinterleaves the signal and provides the signal to a decoder. The decoder interprets the mode control and data portions of the signal. A table of reception control information is then created and stored in memory. A control processing unit compares the table with previously stored program identification information. When a correlation between the table and the program identification information occurs, the transmission time of the program is extracted from the signal and the receiver is directed to standby mode until it is required to receive the next transmission. (Column 4, line 32 – Column 5, line 3) It is clear that the control information data or program of Shimakawa is used to control the internal operation of the receiver to reduce power consumption of the receiver (see column 5, lines 4-13). There is simply no disclosure of the transmission of computer readable program to select one of plural programs transmitted in a single channel of a sound broadcasting band.

Likewise, Dinsel is silent with respect to these features. Hence, Applicant requests reconsideration and allowance of Claim 1 as amended.

Claim 2-4 ultimately depend from Claim 1 and are therefore allowable with Claim 1 without regard to the further patentable limitations recited therein. Applicant requests reconsideration and allowance of Claims 2-4.

Respectfully submitted,



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Patrick D. McPherson	Reg. No. 46,255
L. Lawton Rogers, III	Reg. No. 24,302
D. Joseph English	Reg. No. 42,514
Mark C. Comtois	Reg. No. 46,285

DUANE MORRIS LLP  
1667 K Street, N.W., Suite 700  
Washington, DC 20006  
Telephone: (202) 776-7800  
Telecopier: (202) 776-7801

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